



Market Research



Services

- Exploration of the relevant „Consumer Insights“
- Analysis of purchase motivations and consumer behavior
- Examination of brand profiles
- Screening new ideas and positioning-concepts
- Examination of competitiveness and relevance of concepts and product innovations
- Analysis of advertising effectiveness of any means of communication
- Segmentation studies
- Price studies
- Express-Service: Results 24h after end of fieldwork

Quantitative Methods:

- Concept tests
- Product tests
- Packaging tests
- U & A studies
- Conjoint Measurement
- Pricesensitivity Measurement
- Home-Use-Tests / In-home tests
- CLT

Qualitative Methods:

- Means-End-Analysis
- Focus Groups
- In-Depth-Explorations

Structured consumer observation:

- In-home
- Accompanied Shopping



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has 25 years of Marketing leadership experience in international Blue chip FMCG enterprises. At last he acted as the CMO of the Coca-Cola Company in Germany. In 2012 he founded "Nukleon Consulting" offering brand leadership consultation and marketing strategy workshops.

Dr. Gabriele Plitzko-Gries,

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has 20 years of experience in qualitative and quantitative market research. Since 2003 she is the owner of "Nukleon Consumer Insights". She carries out national and international studies for clients from the area of FMCG, long-lasting goods and service.

If you would like to have more information, please contact us.

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